



**PRATHAM
BOOKS**

Annual Report **2013-14**

The ten-year
journey towards
**a book in every
child's hands**



Looking back...



We had more passion than experience. We had more commitment than competence. Like most start-ups, Pratham Books began with little more than a dream.

Sure, it was a grand vision. We wanted to enable *'A Book in Every Child's Hand'*. Born out of the Pratham network, we set ourselves up as an independent, non-profit publisher of children's books on January 1, 2004. We would enable appropriate, indigenous content of high quality and an attractive price, and in multiple languages, to democratize the joy of reading for India's children.

As Founder-Chairperson and chief funder for exactly ten years from that date, I can truly share that we have moved closer to that vision than co-founders Ashok Kamath, Rekha Menon and I thought possible on that cold January morning. Ten years later, we

have nearly two thousand books, millions of readers, and a truly inspired volunteer community apart from a dedicated in-house team. And we have tried disruptive innovations every step of the way.

It has not been easy. We had to convert our lack of baggage into an advantage. While Ashok, our Managing Trustee had to quickly learn the difference between offset and digital printing, he also had to retain his fresh eyes. While some of us including myself, had to become children's authors overnight, we also had to build out a plan to draw in real professionals.

We learnt rapidly along the way. We wanted to scale access, and we had to think differently. We chose to build a hybrid organization- with significant philanthropic capital, with a market-ready approach and with strategic alliances across the big players – the government,

other publishers and non-profits. We had to innovate across the distribution cycle, and go where no publisher could go before. We tried everything we could. Our books went along with the door-to-door sales women of Unilever, they went with the Indian Railways; they landed up in kirana stores and rode in the backpacks of solar energy salesmen.

Not everything worked. But we learnt from our failures and continued to innovate. We successfully drew in an ever enlarging circle of writers, illustrators and even co-publishers. We leveraged both technology and common sense to keep our costs low and our productivity high. We enabled more simultaneous translations per title than most other publishers. We did not get paralyzed by the desire for perfection; we knew our books and our outreach could be better and we focused on doing the absolute

best we could do, with the resources that we had.

It helped that ours was a societal mission. This was not about us. Pratham Books clearly wanted to be a catalyst, a platform, and a bold innovator. There was just one real goal – to democratize the joy of reading.

Many people naturally veered towards this mission. Not just writers and illustrators but many others who gave generously of their time and talent. Volunteers came forward by the dozens to help more children access more books.

I believe the real transformation came when we realized that the only way to truly break out of a low equilibrium was to leverage new technologies and new ideas. We decided to put up a lot of our content on the Creative Commons, allowing people to use our content freely, making stories available to children everywhere in a digital format, and on multiple devices so as to increase access. If we could not do it alone, we would enable others to do it with us.

They did it and how. Today, Pratham Books has one of the largest repositories of free

children's content. Enthusiasts across multiple countries have downloaded our books, rewritten them, translated them into many languages, printed them, distributed them, and even sold them. That's been fine with us; we are happy with a small attribution about the source.

With that big idea, we have broken free of many constraints. Potential new distribution channels have opened up. A printer in, say Guwahati can now simply print and sell our Assamese books, if she wishes to.

Many more contributors have understood that this platform may not give them much money but will give them unprecedented reach, with all its implications. Non-profits have been happy to have good content, free, to give to the children they work with. I believe this has been a game changer for us.

I cannot resist a personal testimony. *The Annual Haircut Day*, which I myself penned under the pseudonym Noni, about a character called Sringeri Srinivas, has become astonishingly popular. Sringeri's stories have been read not just in many Indian languages but also in languages around the world. Such as

French, Chinese and Lojban, which is an Internet language! This could never have been possible if we had not freed up our content for others to use. I may never know exactly how much 'print revenue' we might have given up on Sringeri Srinivas, but I do know that our policy has made it possible for millions more children to have the same access to stories that I had, albeit in a more modern form.

This is why I can say with conviction that Pratham Books, in a short span of ten years, has moved energetically closer to its vision.

Best of all, under Suzanne Singh's leadership as the new Chairperson, with her vast experience as the earlier Managing Trustee, Pratham Books is set to take things to an entirely new level, as you shall soon see. I wish Pratham Books all the best for its second decade.

Everyone can help. I hope you will join Pratham Books in its mission.

"A book in every child's hand – or on her mobile phone!"



Rohini Nilekani
Chairperson

Management report

To collapse a ten-year-long journey filled with adventure, innovation and collaboration into an Annual Report may well be the most ambitious thing we've attempted this year! From content, to partnerships, to outreach, it's been a fabulous way for Pratham Books to reach the decade mark, and a very big Thank You to all of you who have been a part of our journey.

The past year has been special in other ways, as well. Pratham Books turned to design students, a scientist, a judge and our talented authors and illustrators to create innovative, enrapturing content for our young readers.

The creative students of Srishti School of Art, Design and Technology breathed fresh energy into our bilingual *Growing Up series*, which captured the milestones of a young child as she began to engage with the world around her; *My Car*, an

enthraling story from the North-East that told of a boy's attachment to his 'pretend' car; and *What Does Anu See*, and *When Amma Went to School*, books for young readers that were delightfully illustrated with contemporary art.

Pratham Books and Sringeri Srinivas made their digital-first debut, *Too Much Noise*. Launched for free in various digital formats, this ebook marked the return of the lovable, longhaired farmer, Sringeri Srinivas. *Muchkund and his Sweet Tooth*, written by eminent scientist, Madhav Gadgil, and illustrated by the redoubtable Maya Ramaswamy was another digital-first story. It saw an astonishing 2,500 downloads in different languages well before the printed copies saw first light. A story set in Kashmir, *The Missing Bat* should be a hit with cricket crazy readers, while animal lovers have a treat in two books, *The Elephant Bird* written by a forest warden, and *The Cat in the Ghat*

inspired by an award-winning wildlife photographer's search for an elusive cat.

My Two Great-grandmothers is an unusual, and heart-warming story of a little girl in Norway who built a bridge between two cultures. And an unusual writer made the dry subject of citizenship come alive, as Justice Leila Seth told the story, *We the Children of India*, illustrated by the late Bindia Thapar and first published in English by Penguin India. We subsequently brought this book out in five Indian languages. The story of Kasturba Gandhi, *We Call Her Ba*, was published as a companion volume to our earlier title, *A Man Called Bapu*, and shed light on the achievements of a largely unsung heroine of the Indian freedom struggle.

There's nothing quite like schoolchildren discovering the joy of reading. Once they find a story of their own, they keep coming back, drawn to the world

of stories – of enchanting images, and magical words. In partnership with organisations like Room to Read, Sarva Shiksha Abhiyan in Chandigarh, Educomp, Pratham, Akshara Foundation, Sir Ratan Tata Trust, Smile Foundation, Mazagaon Dock, Mind Worth, and Bharti Foundation, we completed another year of igniting the love for reading in schools, large and small, across the length and breadth of the country.

In Chandigarh alone, Sarva Shiksha Abhiyan introduced 149 of our compact and unique Library-in-a-Classroom kits for all Grade 1 and 2 classrooms of their 124 schools.

Year after year, we experiment with new ways to reach books to children. This year was no different. The Book Coupon Mela was an unusual book ownership programme that was piloted in Karnataka and New Delhi, in partnership with the Sir Ratan Tata Trust. 6000 children were given pre paid coupons to buy and own books of their choice. The idea was to promote a reading culture, by having books in children's homes and our post programme research showed positive results. Our outreach programme grew by leaps and bounds as we participated

in events across the country and brought multilingual children's books into the spotlight. Pratham Books debuted its outreach programme at Samanvay, the winter literary festival of Indian languages, as we conducted an extremely well-received interactive session with Leila Seth, the first woman Chief Justice of a state High Court based on her book, ***We the Children of India***.

The National Council for Promotion of Urdu Language (NCPUL) organises book fairs to promote Urdu books in different parts of the country. Pratham Books partnered them at their Bangalore festival for the first time, with a host of activities and story-telling sessions for visiting children. The Jaipur Literary Festival Outreach programme brings alive the excitement of one of the world's finest literature festival for young readers in the form of author interactions, readings, workshops, discussions, and writing tips. This was our third year as the official outreach partner at the Jaipur Literary Festival.

This year, the New Delhi World Book Fair organised by the National Book Trust, revolved around children's books. This made it an excellent opportunity for Pratham Books to showcase its work, and

reach a larger number of people, both, in India, as well as overseas. Daily sessions were conducted, in partnership with the National Book Trust, at their theme pavilion, Kathasagara.

Pratham Books also partnered with Jumpstart, an annual event focused on children's literature, to further their theme of language and multilingualism for its 2014 edition. We also participated in the Lucknow Literary Festival, the Bangalore Literature Festival, and the Balkumar Sahitya Sammelan in Pune among many others across the country.

Our books travelled far and wide, all the way to distant countries, as they were translated and adapted by other publishers and organisations under the Creative Commons license.

The Hindi version of our book, ***Muchkund and his Sweet Tooth***, was converted into an audio format by the Dadi-Nani podcast. Samskrita Bharati translated, and published our popular book, ***Annual Haircut Day*** in Sanskrit. Now titled ***Varshikam Keshakartanadinam***, the book is being used to promote Sanskrit. ***Chuskit goes to school*** was translated into a new language – Ladakhi.

Pratham Books was part of Radio Mirchi's eleventh anniversary celebrations, with many of our books recorded by Bollywood celebrities like Richa Chadda, Tusshar Kapoor, Dia Mirza, Zoya Akhtar, and Meiyang Chang for visually challenged children.

Offline, some of our stories will be published by Orient Blackswan, Pearson Education, Cambridge University Press India, and Collins India as part of graded readers, comprehension books, and other educational material.

Online, you could discover our books on platforms like Carrelcafe, MeraLibrary, Teachers of India, MangoReader as well as on WorldReader. Bookbox converted four of our stories into animated stories featuring same language subtitling for the 'Little BookBoxers' series. We've come to rely on the internet to help us share the joy of reading far and wide, and our online friends have never failed us.

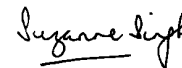
This year, the Champions Blog, a new blog on our blogroll, started to feature uplifting and optimistic stories and messages sent in by Pratham Books Champions conducting storytelling sessions across India, and the world. In a few short months, the blog had already chalked up close to 11,000+ views. The Champions also rose to the occasion of our annual **One Day, One Story** event. We're proud to share that we doubled last year's numbers, with 600+ Champions carrying out over a thousand storytelling sessions this year. We also raised funds that saw 45000 books being donated to NGOs across the country. Perhaps the icing on the cake that was 2014 was our being a finalist at the Google Impact Challenge in India, and receiving a grant to use technology and innovation to further our work.

In the past ten years, while much has changed – the use of technology for wider reach and impact, for instance, or

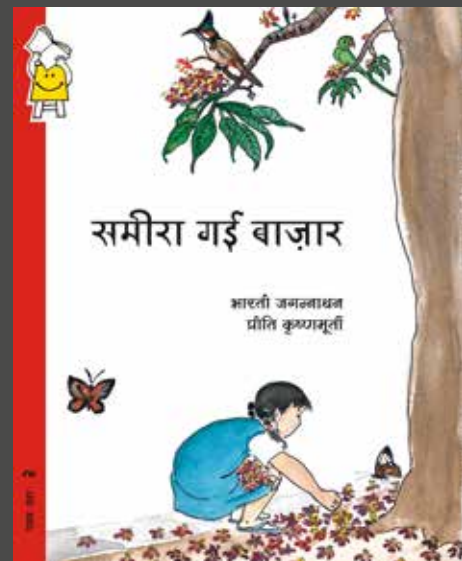
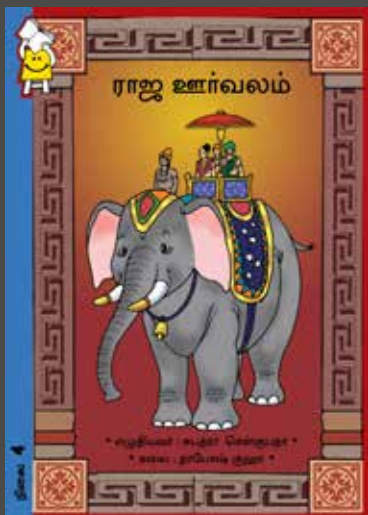
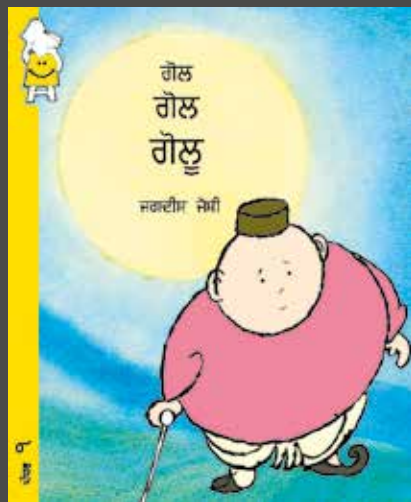
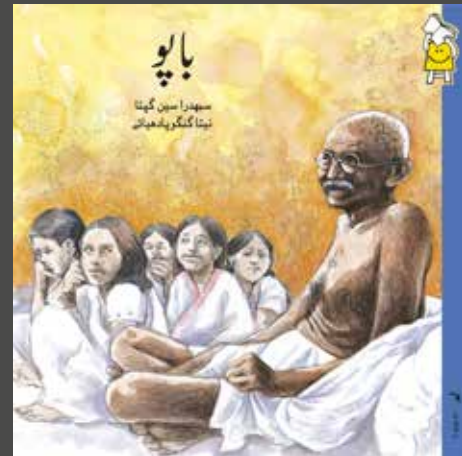
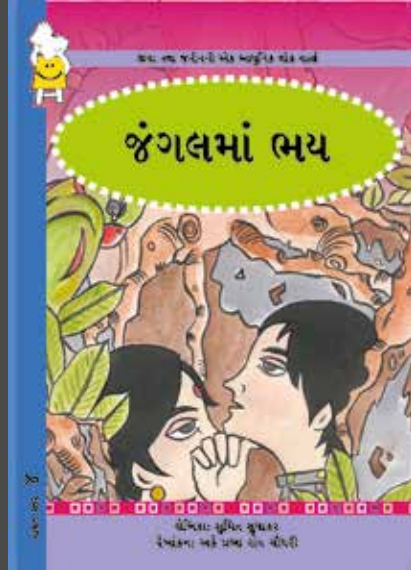
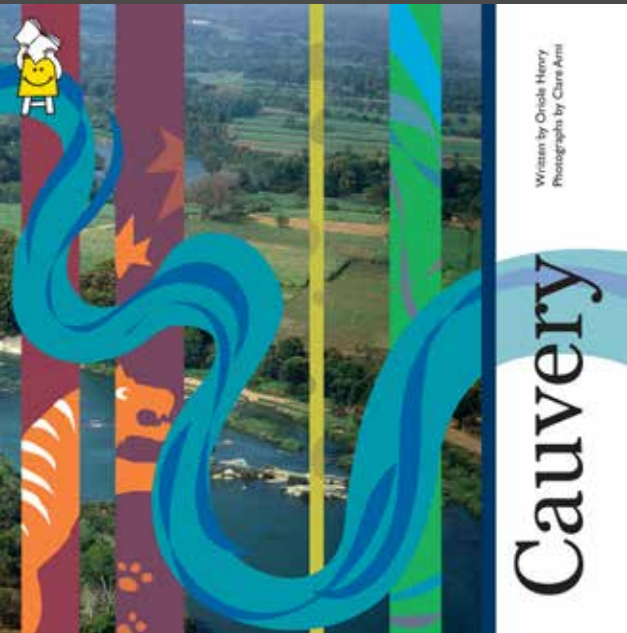
even the approach of open licensing and collaboration – the core of what we do has only grown stronger.

As we enter our second decade, we do so with renewed energy and passion. Our deepest gratitude to all those who have made this first decade possible - Rohini Nilekani, who planted the seed of the idea, and nurtured it wonderfully for ten great years, the Trustees, Advisors, team members, and supporters for being such a great part of this journey.

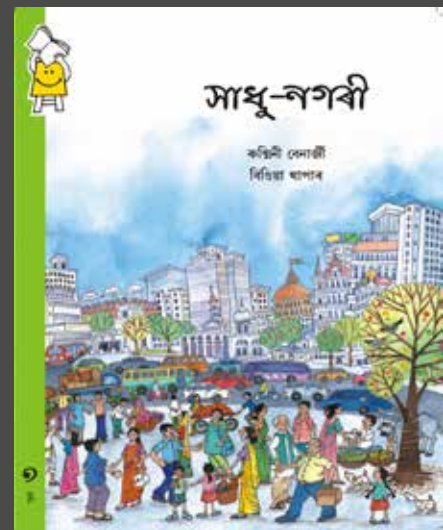
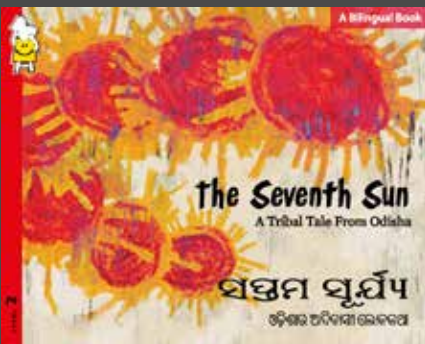
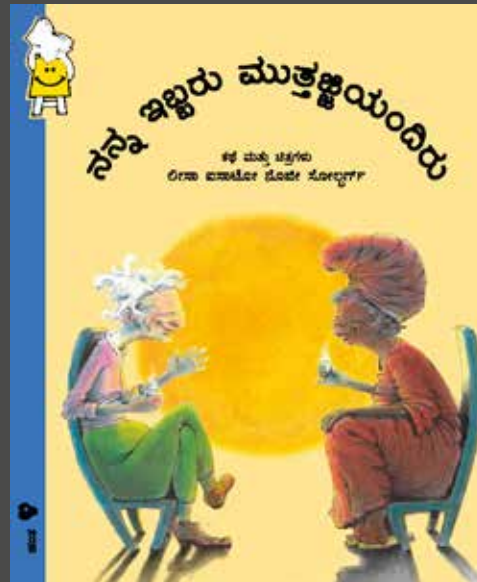
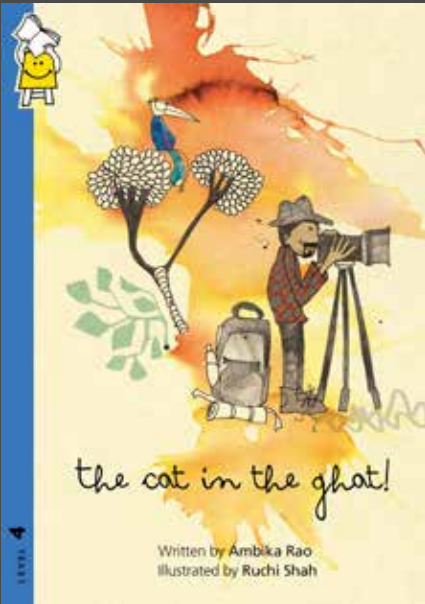
Here's to another ten years of putting ***a book in every child's hands!***



Suzanne Singh
Managing Trustee



Ten Milestones in our 10 year journey





The dream of a book in every child's hand.



If a child is to discover the joy of reading, she has to have a book in her hands.

When Pratham Books came into being – ten short years ago – we knew that functional literacy was an immense challenge for a large population of children across India. We believed that the lack of joyful reading material was a big part of the problem that led to poor reading skills, so we turned to storybooks as an answer. Storybooks that were every bit as Indian as their readers would be.

If a child is to discover the joy of reading, she has to have a book in her hands. That was the passion that fuelled the very early, formative days of Pratham Books' existence. So we created books in many Indian languages, and used those to spark the love for reading in

young children. Then, we kept our prices as low as possible, to ensure that the books reached more and more children.

Today, we have 270 titles, and 1800 books in 12 different languages. We're proud to have reached a readership of 52 million. But we are far from done. We still dream of a book – better still, many books – in every child's hand.

Jump-starting the love of reading.

Pratham Books rolled up its sleeves, and set to work at the task of creating good books for children in Indian languages. As we worked alongside our partners such as Pratham, the biggest area of need seemed to be that of early reading material. Considering that many of these children were first-generation readers, and had never encountered reading material beyond textbooks, it was imperative to capture their attention, and imagination, in order to spark a lifelong love for reading. We created early readers and introduced attractive picture books with less text using simple language and made the act of reading enjoyable.

For the balwadi programme run by our partners, we developed a large

number of early reading books called Shishuvachan. Originally in Hindi, they told stories that were entertaining, but fascinating, too. Raindrops. A foolish wrestler. Animals on a picnic. These were just some of the Shishuvachan books, with simple text, and colourful illustrations.

Much loved in balwadis, and primary schools, alike, this series led us to another innovation in our early reading material. After all, nothing is quite as critical to creating access to good books as keeping its pricing low. So we created a smaller, less expensive derivative of the Shishuvachan set, in a form we christened the story card.

The story card is an A4 card folded



down the middle, and printed in four-colour. Featuring a full story, with up to six illustrations, this little marvel cost as little as Rs. 4 and has been often spotted in rural areas as the only bit of colorful reading that a child has.

Bilingual books soon jumped on the bandwagon where a child could read a simple illustrated story in the language of greater familiarity and then thus aided, attempt reading in another language such as English.

Many-tongued tales.

With over 700 languages spoken in this land, and 22 officially recognised ones, linguistic diversity is a huge part of every reading effort we attempt. It is a challenge faced in schools across the length and breadth of India, and can only be countered with a fundamentally multilingual approach.

To help children improve fluency, we produce books in multiple languages. Our language band width has expanded from four languages to twelve languages today. We started with Hindi, English, Kannada and Marathi. We grew to include Telugu, Tamil, Urdu, Punjabi, Bangla and Gujarati. A few years later Odia was added to this and then Assamese made



an appearance. Our language repository will only increase in the coming times.

We give a platform to children's writers, as well as nurture

We give a platform to children's writers, as well as nurture translators, who work in different languages.

translators, who work in different languages. As long as there is a child waiting to read a story in a language with which she feels comfortable, we will work towards providing her with it.

The long road to India's children.

Creating joyful reading material was by no means the only hurdle on our path to get a book in every child's hand. Reaching them was another herculean task on its own. When you move beyond choice pockets in large cities, bookstores, libraries, and other distribution channels simply vanish. The further afield we looked, the more we realized that the overwhelming majority of India's children had no place from which they could obtain a book.

We attempted to reach these children by partnering other like-minded NGOs, especially those working to improve literacy outcomes. Our books began to be used in their programmes.

In 2008, the Bihar government sought, and procured supplementary, graded and age-appropriate reading materials for 60 lakh children in Standards 1 and 2 in 70,000 government primary schools. We were proud to be among their partners for this programme. At around the same time, we partnered with Shaktiamma, the Unilever programme for rural entrepreneurship, to send books to children in rural areas.

We tied up with MCX, the commodity exchange, to make books available through village post offices, and engaged with ITC, to reach out through their rural e-Chaupal stores. The Indian



Railways distributed our history series to students travelling on study tours through South India. In fact, a sachet version of our history books retailed at kirana stores in Chennai in the form of a set of story cards.

The road to India's children is a long one, but we walk along it with NGO friends, government partners, and other supporters. And there are still so many children to reach.



Every classroom deserves a library.



Very few government-run schools have the luxury of functional libraries. High costs, and high maintenance have moved their existence to a low priority, and in such a situation, how is a child supposed to develop a love for reading?

Love finds a way, though. In this case, the books found their way to their readers in a wonderfully simple innovation Pratham Books calls Library-in-a-Classroom. Since 2010, every classroom – large or small – could order a handy, modular unit that kept books safe, containing an amazing 125 books, in two languages, across four levels of readers. These wonderful units reduced the two great barriers to

libraries – cost, and maintenance – in one fell swoop. The pricing also made it attractive to donors, who realized that a single donation could make an impact on an entire classroom of children.

We are overjoyed to report that over 2,100 classrooms across Indian now have their own libraries, in their own reading corners, with plenty of stories for children at different reading levels.

Towards a more open world.

The universe of young Indian readers is an immense one, and while we continue to scale our production, and distribution, it is a challenging task to reach the last child. While we fretted over scaling up, though, an unlikely hero came to our rescue: the Creative Commons licensing model.

We adopted the model in 2008 for its delightful amounts of flexibility, and simple, immediate scalability. It was a brilliant method of reaching more children. Creative Commons encouraged a system of sharing, collaboration, and openness with a growing community of users. It allowed us to make our content openly available to multiple organisations and individuals, both,

known and unknown, in a quick, and uncomplicated method.

Today, Pratham Books curates communities that are passionate about reading, and helps them create content for children. We have seen our stories pave the way for a multitude of derivative works – applications for the iPad and iPhone, versions for OLPC laptops, DAISY and Braille books for the hearing and visually-impaired, and many more. Perhaps the most fulfilling outcome of the Creative Commons license is the creation of entirely new story books from a bank of existing illustrations. On the internet, we have been sharing stories under a Creative Commons license, and that has led to our



stories being translated into several new languages as diverse as Sanskrit and Ladakhi. Even as you read this, we are working on a content sharing platform that will drive even more translations, that will reach even more young readers, and win them over.

We have always valued the quality of sharing, and Creative Commons helps us share our stories with children.



A book of one's own.

The joy of reading opens up a world of choices, and every new reader is agog with the idea of there being so many books to read. But what of children who may not have access to books? That's when we realized that book ownership was another giant barrier to children falling in love with reading.

Creating more libraries in schools is one way of addressing the issue. Another is to create a similar wealth of reading material at home, so that the child could read at leisure. Pratham Books introduced the revolutionary idea of a book coupon. The book coupon

programme empowered children to buy storybooks of their own choice, and take them home. A far cry from textbooks that were prescribed to them, or library books that were recommended for them, these were books the children chose by themselves, and for themselves.

Children received a set of two prepaid coupons, which could be used to buy a few books from a book Mela set up by Pratham Books at their school with a variety of books for sale and the child could exchange her coupon for books.

The majority of children have begun to read more after the Mela, and a large number of students

in Mukundpur, Delhi, said that it made them feel good, and they couldn't wait for the next Mela. Increased levels of reading appears to influence children's language skills, as well. Shaheen from Trilokpuri, Delhi, mentioned that not only did she read more, but she also began to borrow more books from the community library. She believes that all the reading has helped improve her fluency.

Buying books at the Mela with a book coupon makes a world of difference to the child – filling her with confidence, and presenting her with an exciting set of choices. It also helps her share her books – and hopefully, her love for reading – with her friends, and siblings.

Many hands make great outreach.

Many of Pratham Books' successes have come through partnership with like-minded people and organisations, and our engagement with book fairs allowed us to tap into a larger reading ecosystem. It all started with Bookaroo, India's first children's literature fest, where Pratham Books created an outreach programme called Bookaroo in the City. From just eight schools, the programme grew to include more than a hundred schools in 2011.

Since then, we have been outreach partners to the Jaipur Literature Fest, Samanvay, and Bangalore Literature Fest. We have also partnered with institutions such as the Nehru Memorial Museum and Library for book

events at their children's centre.

From readings by authors, to interactive sessions with authors and illustrators, to workshops on writing, our outreach efforts have attempted to feed the joy of reading, and the fascination for books that our young readers hold.

Children enjoy meeting people who create books, and it exposes them to a wealth of other influences. Over the years, thousands of children have been touched by our outreach efforts, and with every lit fest, we are able to draw larger numbers of young readers into the magical world of story books.



Children enjoy meeting people who create books, and it exposes them to a wealth of other influences.



Championing the cause of reading.

It was 2008 when we published our first blog post which has now grown to become a full-fledged community of friends, supporters, and like-minded people across India, and the world. People who would help us reach more children, and, in turn, help them discover the joy of reading.


From connecting with other non-profits, to announcing our book grants, social media became our window to a larger audience. And that's how we built our community of Pratham Books Champions.

In 2012, we had 250 Champions – mostly people who wanted

to volunteer with us – and that number has grown to over 600 today. Every year, on International Literacy Day, our Champions hold story telling sessions for children from under-served communities across the country. The Champions campaign has found a place in the Limca Book of Records for hosting the largest number of volunteer-driven reading sessions on a single day.

We have created a new blog www.champions.prathambooks.org where our wonderful volunteers can share their inspirational stories with everyone.





Happy to enter digital mode.

Technology is connecting the world at large, either through mobile phones, or computers. This interconnectivity takes place irrespective of age, location, or income. And we too, decided to make the most of this hyperconnected digital world.

Our Creative Commons license strategy had already laid the foundation for Pratham Books' existence in the virtual world, and much loved Pratham Books' characters, Muchkund, and Sringeri Srinivas, were the first to cross over into the world of bits and bytes.

Too Much Noise was our first digital book, released in a PDF version, as an interactive book app, an audio

book and an animated story video, as well. It received over 1,500 views and downloads on Scribd, and its animated story version was watched over 45,000 times. Meanwhile, the audio book was heard over 15,000 times.

Our friends and partners across the world are taking digital versions of our books to children in their countries. Worldreader, an international non-profit that uses e-readers and mobiles to take digital books to people, has put several Pratham Books titles on their devices, enabling us to reach over 60,000 users on Worldreader Mobile. The International Children's Digital Library hosts over 150 Pratham Books titles, across age groups, and reading levels.

Not to be left behind, we, too, are working to build a repository of multilingual digital books for the children of India.



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I see the wealth of happiness coming children's way as they have access to Pratham Books' storybooks which they love to read and listen to. I love being a Pratham Books Champion. It gives me too, an opportunity to be with my inner child again.



A book in every child's hand is such a beautiful dream. I connect to it deeply. In the process of reading and spreading joy of reading, a lot happens within the child's psyche. And even some healing takes place. Isn't this a miracle? Love and bless Pratham Books! ”

-Neela Gupta, Pratham Books Champion



A few kind words...

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What I have enjoyed about my association with Pratham Books is the opportunity to contribute to the world of education, children's books and literacy in multiple ways: writing for your blog, using books from your collection in proficiency classes with teachers from low-income schools, and reviewing some of your publications for an educators' magazine I write for. Pratham Books is doing excellent work, especially through digital media initiatives, storytelling events, and collaborations with organizations that care about children and stories.

- Chintan Girish Modi, Educator

I forayed into storytelling with the under privileged thanks to Pratham Books' Literacy Day Champion campaign in 2012. Pratham Books' Tentastic Champions, where I put together a Story Train that travels through Pratham Books' stories across India and the Pratham Books Calendar launch are initiatives I am proud to have been a part of. Everywhere that I volunteer, I find Pratham Books have preceded me and truly democratized the joy of reading. An institution is only as good as its people - special thanks to Purvi, Mala and Maya who live their mission - to see ***a book in every child's hand***. Happy tenth birthday and keep spreading the joy of reading.

-Arthi Anand Navaneeth, Pratham Books Champion

Worldreader strives to build a global reading culture in part by increasing access to books and increasing the amount readers read. Pratham Books was our first Indian publishing partner. Worldreader has to date converted 83 Creative-Commons licensed Pratham Books titles from PDF to epub, enabling us to reach over 60,000 users on Worldreader Mobile who have read over 900,000 pages since April of 2013.

- Dani Zacarias, Senior Digital Publishing Manager, Worldreader

I began writing for Pratham Books in 2005 and at that time had only a vague idea of what they did. What attracted me was the fact that they translated the books into many Indian languages and took them to children who did not have access to books. For me writing for Pratham Books is my way of giving back to children the joy they have brought me. I sometimes imagine a book in Tamil; being read by a child in a village I have never heard of; and making the child laugh at one of my bad jokes. That is when I really feel I have made it as a writer.

- Subhadra Sengupta, Author

Not every time do you remember how something gets started and grows into becoming a significant part of your life. One day, a few years back, I happened to see the Pratham Books website and took a blind shot sending a mail expressing my wish to translate books into Tamil. I heard from them soon enough and before I knew it I was doing multiple translations for Pratham Books. Even after so many years, I still derive the same pleasure in my work, which I used to feel in the initial days. Every time I see a Tamil Pratham Books being read and praised for the story, the quality of printing and the simplicity of language, I am on Cloud 9! Thank you, Pratham Books.

- *Subramanian Jayaraman, Translator*

Pratham Books is a very important and integral part of the GROW BY Reading library program at Hippocampus Reading Foundation. We would not have been able to reach more than 100,000 children without the 'affordable' books that Pratham Books publishes. The children in our libraries love the colourful illustrations and stories that they can relate to.

We really appreciate the sustained effort that Pratham Books has put over the past 10 years. It has made a significant impact on the availability of affordable children's books in India.

- *Shaifali, GROW BY Reading Library Program*

I like reading and I read a lot. My mother first read out *Ma, Hurry Up!* when I was little. Then I started reading it on my own. It is still one of favourite books! Now I have many books from Pratham Books!

- *A Class 3 student of Deccan International School, Bangalore.*

A partner like Pratham Books makes my work so much more meaningful and reinforces my belief that the work of an illustrator is purposeful. I could never have imagined that my illustrations would reach such remote corners of India, and be enjoyed by so many children who might otherwise not have had any access to books. Nothing makes me happier and this is all thanks to Pratham Books' wide network and a very committed staff.

- *Priya Kuriyan, Illustrator*

Children at Samiksha are of different age-groups, different mother-tongues, different mediums and from different parts of India. Pratham Books' multilingual and multiple-reading level books help us meet every child's reading needs.

Library-in-a-classroom, Retell-Remix-Rejoice, Tentastic champion and Literacy Day events multiply the joy of reading at Samiksha. Thanks to Arthi Anand and Lavanaya Prasad for their time.

Our children's favourites are *Susheela's Kolams*, *Too Many Bananas*, *Phani's Funny Chappals* and more.

We believe that 'Children with cancer have right to education' and your *A book in every child's hand* helps us achieve this! Thanks Pratham Books! Together, we can make a difference!

- *Samiksha Foundation*



Income and Expenditure for the year ended March 31, 2014

Particulars	As at March 31, 2014 (Amount in Rupees)	As at March 31, 2013 (Amount in Rupees)
Income		
Sale of Books	18,045,770	16,941,123
Donations received	11,732,394	10,795,970
Other Income	2,969,450	1,414,370
Income from Funds	21,964,164	8,033,600
Total (A)	54,711,778	37,185,062
Expenditure		
Book Development Expenses	18,457,017	14,950,980
Selling & Administrative Expenses	11,058,526	8,889,266
Staff Expenses	8,414,961	6,649,875
Promotional Expenses	233,221	6,67,923
Depreciation	347,454	289,249
Fund Expenditure	9,429,023	1,341,578
Total (B)	47,940,202	32,788,871
Excess of Income over expenditure (A-B)	6,771,576	4,396,191
Add:		
Opening Balance in Corpus Fund	18,819,971	21,115,801
Opening Balance in Specified Fund	6,692,022	-
Appropriations:		
SRTT developmental expenses - Deferred Ambuja Cement Foundation	-	135,385
Balance of Funds after appropriations		
Corpus Fund	13,056,406	18,819,970
Specified Fund	19,227,163	6,692,022
Total balance in Funds	32,283,569	25,511,992

for Pratham Books
Bangalore, 27th August, 2014

Suzanne Singh
Chairperson

Pratham Books
Bangalore

Ashok R Kamath
Trustee

As per our report of even date
for Singhvi, Dev & Unni
Chartered Accountants
Firm Reg No 0038673

S Ranganath
Partner
Membership No.201191



Balance sheet as at March 31, 2014

Particulars	As at March 31, 2014 (Amount in Rupees)	As at March 31, 2013 (Amount in Rupees)
Liabilities		
Corpus Fund	13,056,406	18,819,970
Specified Fund	19,227,163	6,692,022
Current Liabilities	2,913,062	3,260,048
Provisions	103,255	1,163,878
Other advances	26,429	66,952
Total	35,326,315	30,002,870
Assets		
Fixed Assets	1,228,172	1,234,385
Deposits	2,153,784	7,678,245
Debtors	2,643,216	3,987,830
Loans and advances	226,733	125,027
Stock of Books	3,762,643	10,877,028
Cash in Hand	42,304	28,089
Cash at Bank	5,329,563	4,551,422
Deferred Development Expenses	507,743	1,345,802
SRTT Deferred Expenses	-	135,385
Other Current Assets	48,096	39,656
Total	35,326,315	30,002,870

for Pratham Books
Bangalore, 27th August, 2014



 Suzanne Singh
Chairperson
 Ashok R. Kamath
Trustee

As per our report of even date
for Singhvi, Dev & Unni
Chartered Accountants
Firm Reg No 003867S


 S Ranganath
Partner
Membership No.201191



Receipts and Payments account for the year ended March 31, 2014

Particulars	As at March 31, 2014 (Amount in Rupees)	As at March 31, 2013 (Amount in Rupees)
Receipts		
Balance brought forward		
- Cash on hand	28,089	12,763
- Cash at bank	4,551,422	969,973
Sale of books	21,174,013	17,391,854
Donations	11,732,394	10,795,570
Other Income	993,718	435,751
Specified Funds	21,964,164	7,962,200
Fixed Deposits	492,518	11,028,478
Rent Deposit-Recovered	247,000	-
Income Tax Refund - Received (TDS)	-	29,860
Jharkhand Education Project - DD Cancelled (Previous Year)	-	1,00,000
Total	61,183,318	48,726,449
Payments		
Book Development Expenses	10,702,492	16,654,604
Selling, Administrative and Promotional Expenses	12,407,001	8,151,028
Staff Expenses	8,414,961	6,649,875
Fund Expenditure	9,293,638	201,978
Fixed Assets Purchased	341,241	107,239
Duties and Taxes	-	881,714
Fixed Deposits - Made	14,652,117	11,450,000
Axom Sarva Sikshan Abhiyan	-	50,500
Balance carried forward		
- Cash on hand	42,304	28,089
- Cash at bank	5,329,564	4,551,423
Total	61,183,318	48,726,450

for Pratham Books
Bangalore, 26th August, 2014


 Suzanne Singh
 Chairperson


 Ashok R. Kamath
 Trustee

As per our report of even date
for Singhvi, Dev & Unni
Chartered Accountants
Firm Reg No 0038675


 S Ranganath
 Partner
 Membership No 201191





Board of Trustees

- Ms Rohini Nilekani - Chairperson
- Ms Suzanne Singh - Managing Trustee
- Mr Ashok Kamath - Trustee
- Ms Rekha Menon - Trustee
- Ms Kanchan Bannerjee - Trustee
- Mr M S Sriram - Trustee
- Mr Srikanth Nadhamuni - Trustee

Advisory Board Members

- Ms Rukmini Banerji
- Mr R Sriram
- Ms K R Usha
- Ms Vinita Bali
- Mr Gautam John
- Ms Pervin Varma



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